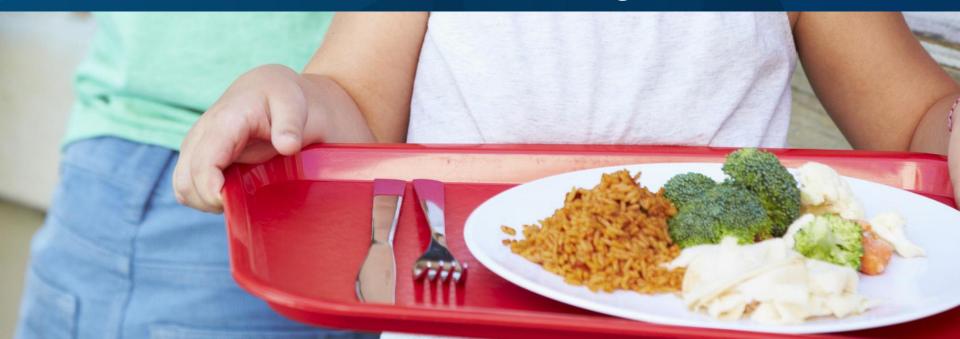




## Getting the Word Out Developing a Plan, Making it Work!



## ethos (n):

the distinguishing character, sentiment, or guiding beliefs of a person, group, or entity.

#### How We Get Things Done



#### A Communications Plan

- Requires planning & homework
- Should be fun
- Effective and efficient!

#### Target Audience Identification

- Who is it that you most want/need to reach?
- Is there an internal audience?
- Moms?
- Kids?
- Other?

### Target Audience Research

- Not formal
- Ask around
- Pay attention
- Ask questions
- Listen

#### **Barriers & Motivation**

- What keeps them from participating?
- What can be motivating?
- Fun, Easy, Popular

### **Brand Positioning**

- Why it's important
- Collaborative process
- Uncovered
- Exercise

## **Brand Positioning**

To			
	Primary Target Audience		
		is the	
	Brand Name		
			that
	Category of Reference	 ce	<del></del>
	Unique or Defensible Po	oint of Differen	nce

#### Key Message Development

Based on your target audience ID answer these questions:

- What do they want to know?
- What do you want them to know?
- Who will they listen to
- Where do they get their information?

#### Outreach

#### Vehicles to Consider

- Social
- Digital
- Print/Flyers
- Kids
- Other moms

#### An Exercise

#### Putting it all together

- Working in small group come together
- Develop message concepts and outreach plans

#### An Exercise

Be prepared to share with the group:

- Here is our idea
- Here is who we are planning to talk to
- Here is what we are going to say
- Here is where we are going to say it

# ethos vont